

AMERICAN NURSEYMAN

AMERICAN NURSERY TRADE BULLETIN

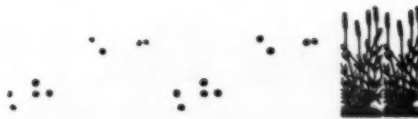
Chief Exponent of the American Nursery Trade

Vol. LV No. 6

MARCH 15, 1932

Per Copy 15c

MARCH 1st, 1932



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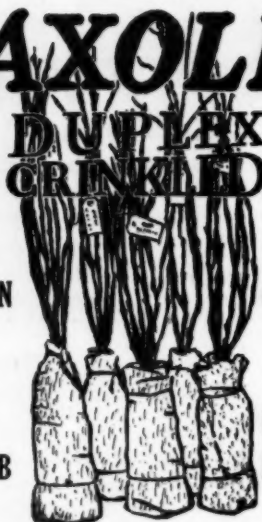
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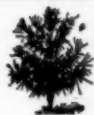
THIS DEPARTMENT REPRESENTS

American Nurseryman Directory of American Plant Propagators

Listing Nursery Concerns Which Specialize in Production of Young Stock Including That Which Has Heretofore Been Imported

The American Plant Propagators' Association, Organized in 1910, Will Hold Its Fourteenth Annual Meeting in West Baden Springs, Ind.—H. L. Haupt, Secretary, Hatboro, Pa.

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Chief Exponent of the Trade

DIRECTORY OF NURSERY TRADE ASSOCIATIONS OF AMERICA

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| <p>American Association of Nurserymen—Charles Sizemore, Secy., Louisiana, Mo. July 19-21, 1932; West Baden Springs, Ind.</p> <p>Alabama Nurserymen's Association—H. A. Pauly, Secy., Birmingham.</p> <p>Arkansas Nurserymen's Ass'n.—W. M. Moberly, Secy., Sulphur Springs. 1932: Fayetteville.</p> <p>California Assn. of Nurserymen—Henry W. Kruckeberg, Secy., 340 S. San Pedro St., Los Angeles, Cal.</p> <p>Connecticut Nurserymen's Association—A. E. St. John, Secy., Manchester.</p> <p>Eastern Canada Nurserymen's Association—Chas. K. Baillie, Secy., Box 158, Welland, Ontario.</p> <p>Eastern Nurserymen's Association—Russell Harmon, Stroudsburg, Pa.</p> <p>Fruit and Flower Club of Western New York—W. R. Welch, Secy., Geneva, N. Y.</p> <p>Illinois Nurserymen's Association—Miles W. Bryant, Secy., Princeton.</p> <p>Iowa Nurserymen's Association—C. C. Smith, Secy., Charles City.</p> <p>Long Island Nurserymen's Association—H. Fiel, Secy., Lynbrook, L. I.</p> <p>Ass'n of Kansas Nurserymen—Charles Scott, Secy., Topeka.</p> <p>Kentucky Nurserymen's Association—Alvin Kidwell, Secy., St. Matthews.</p> <p>Massachusetts Nurserymen's Association—Winthrop H. Thurlow, Secy., West Newbury.</p> | <p>Michigan Association of Nurserymen—N. I. W. Kriek, Secy., Lansing.</p> <p>Minnesota Nurserymen's Association—W. T. Cowperthwaite, Secy., 20 W. Fifth St., St. Paul.</p> <p>Mississippi Nurserymen's Association—M. B. Allen, Secy., Lilydale Nurs., Long Beach.</p> <p>Missouri Nurserymen's Association—William A. Weber, Secy., Affton.</p> <p>Nebraska Nurserymen's Association—Ernst Herminghaus, Secy., Lincoln.</p> <p>New England Nurserymen's Association—W. N. Craig, Secy., Weymouth, Mass.</p> <p>New Jersey Association of Nurserymen—Fred D. Osman, Secy., New Brunswick.</p> <p>New York Nurserymen's Association—Charles J. Maloy, Secy., Rochester.</p> <p>Northern Retail Nurserymen's Association—H. G. Loftus, Secy., 19 Arthur Ave. S. E., Minneapolis, Minn.</p> <p>Ohio Nurserymen's Association—G. Walter Burwell, Secy., 4060 E. Main St., Columbus.</p> <p>Oklahoma Nurserymen's Association—Mrs. W. E. Roy, 5310 Belle Isle Ave., Okla. City.</p> <p>Oregon Nurserymen's Ass'n.—Eldon Dering, Secy., Peterson & Dering, Portland.</p> <p>Pacific Coast Association of Nurserymen—C. A. Tonnason, Secy., Burton, Wash. July 1932, Portland, Ore.</p> <p>Pennsylvania Association of Nurserymen—H. L. Haupt, Hatboro, Pa.</p> | <p>Rhode Island Nurserymen's Association—Chas. Kempenaar, secy., Portsmouth.</p> <p>Rio Grande Valley Nurserymen's Assn.—H. L. Bonnycastle, secy., Mercedes, Tex.</p> <p>Rocky Mountain Nurserymen's Assn.—Chas. C. Willmore, Secy., Box 382, Denver.</p> <p>South Dakota Nurserymen's Association—J. B. Taylor, sec'y., Ipswich.</p> <p>Southern Alabama Nurserymen's Ass'n.—W. H. Pollock, secy., Irvington.</p> <p>Southern California Nurserymen's Ass'n.—L. B. Merrick, Secy., Merrick Nursery, Whittier, Cal. Hold monthly meetings.</p> <p>Southern Nurserymen's Association—W. C. Daniels, Sec'y., Charlotte, N. C. 1932: August 24-25, Chattanooga, Tenn.</p> <p>South Texas Nurserymen's Ass'n.—R. H. Bushway, Secy., 304 McGowan Ave., Houston.</p> <p>Southwestern Nurserymen's Association—Mrs. Thomas B. Foster, Secy., Denton, Tex.</p> <p>Tennessee Nurserymen's Association—Prof. G. M. Bentley, sec'y., Knoxville.</p> <p>Twin City Nurserymen's Association—J. Juel, secy., Hoyt Nurs., St. Paul, Minn.</p> <p>Virginia Nurserymen's Association—W. N. Roper, Secy., Petersburg. August 15, Roanoke.</p> <p>Western Association of Nurserymen—George W. Holsinger, Secy., Rosedale, Kan.</p> <p>Western Canada Nurserymen's Association—T. A. Torgeson, Sec'y., Estevan, Sask.</p> <p>Wisconsin Nurserymen's Association—M. C. Hepler, sec'y., Pardeeville.</p> |
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AMERICAN NURSERYMAN

Chief Exponent of the Nursery Trade

—Issued 1st and 15th of each month. The National Journal of Commercial Horticulture. National and international circulation. Reaching every State in the Union. Journal appreciated by upward of 2500 Nursery readers. Subscription: \$2.00 per year; two years for \$3.00. A one-inch advertisement for \$2.10; under yearly term, \$1.90.

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Retinospora Plumosa, 2-3 ft., 18-24 in., 12-18 in.	American Elm, 2-2½ in. cal., 14-16 ft.; 1½-2 in. cal., 12-15 ft.
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Say you saw it in "American Nurseryman."

AMERICAN NURSERYMAN — March 15, 1932

EDITORIAL DEPARTMENT—Communications on any subject connected with Commercial Horticulture, Nurseries or Arboriculture are cordially invited by the Editor; also articles on these subjects and papers prepared for conventions of Nursery or Horticultural associations. We also shall be pleased to reproduce engravings relating to these topics, Orchard Scenes, Cold Storage Houses, Office Buildings, Fields of Stock, Specimen Trees and Plants, Portraits of individuals, etc. Engravings will be made from photographs at cost.

Advertising—Last forms close (semi-monthly) on the 10th and 25th of each month. If proofs are wanted, copy should be on hand one week earlier.

"AMERICAN NURSERYMAN" is distinctive in that it reaches an exceptional list and covers the field of the business man engaged in Commercial Horticulture—the carlot operator. Here is concentrated class circulation of high character—the Trade Journal of Commercial Horticulture, quality rather than quantity.

"AMERICAN NURSERYMAN" will not accept advertisements that do not represent reliable concerns.

SUBSCRIPTIONS—"AMERICAN NURSERYMAN," published semi-monthly, on 1st and 15th, will be sent to any address in the United States for \$2.00 a year; Foreign \$2.50 a year; Canada \$3.50 a year. Single copies of current volume, 15c; of previous volumes, 25c.

RALPH T. OLCOTT
Editor, Manager.

AMERICAN FRUITS PUBLISHING COMPANY, INC.

WHAT THIS MAGAZINE STANDS FOR—Clean chronicling of commercial news of the Planting Field and Nursery. An honest, fearless policy in harmony with the growing ethics of modern business methods.

Cooperation rather than competition and the encouragement of all that makes for the welfare of the trade and of each of its units.

Wholesome, clean-cut, ring true independence.

INDEPENDENT AND FEARLESS—"AMERICAN NURSERYMAN" makes no distinction in favor of any. It is untrammelled in its absolutely independent position and rates the welfare of the Nursery Trade above every other consideration.

This Magazine has no connection whatever with a particular enterprise. Absolutely unbiased and independent in all its dealings.

Though it happens that its place of publication is in the eastern section of the country, it is thoroughly National in its character and international in its circulation.

Its news and advertising columns bristle with announcements from every news corner of the Continent.

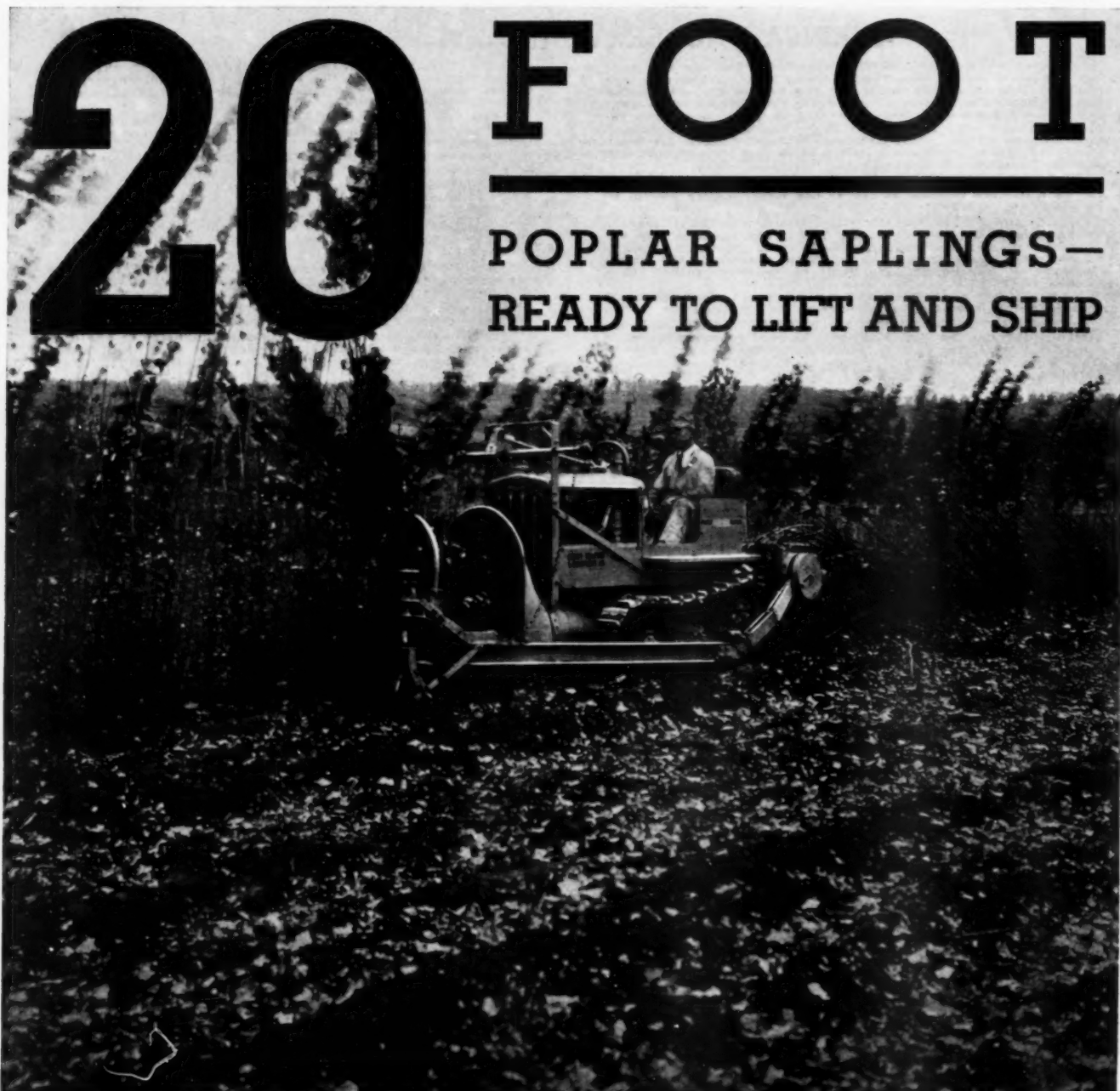
It represents the results of American industry in one of the greatest callings—Commercial Horticulture in all its phases of Nursery Stock, Orchard and Landscape Planting and Distribution.

30 State Street,
Rochester, N. Y.

Classified Business Announcements In Current Issue

AN INDEX OF CURRENT WANTS AND OFFERINGS IN THE NURSERY TRADE

Aiken, George D.....Cuthbert Raspberry, Plants.....	115	La Bars' Rhododendron Nurs Special Shrub Offers	124
American Bulb Company.....Importers Bulbs, Seeds, Etc.....	126	Leonard & Son, A. M.....Nursery Tools	127
American Farm Machine Co.....Kinkade Garden Tractor.....	127	Lindley Nurseries	Special Announcement
American Forestry Co.....Trees and Shrubs.....	127	Linville Nurseries	Rhododendrons, Etc.
American Landscape School.....Landscape Architecture	129	Lovett, Lester C.....	Privet and Berberis.....
Atkins & Durbrow, Inc.....Peat Moss	114	Mandel, William	Catalpa Bungei
Barnes & Huber.....	Special Announcement	Modern Nursery	Laurie and Chadwick.....
Bauer, J. A.....	Strawberry Plants	Monroe Nursery	Fruits and Ornamentals.....
Bernardin, E. P.....	General Nursery Stock.....	Mosbaek, Ludwig	Evergreen Seedlings, Transplants.....
Bobbink & Atkins.....	Broadleaf Evergreens, Etc.....	Mt. Hope Nurseries.....	Chinese Elm
Brewer's Crescent Nurseries.....	Elm White	Mt. View Floral Nurseries... Portland Roses	125
Bridgeport Nursery	General Nursery Stock.....	Murphey's Sons, R. H.....	General Nursery Stock.....
Bristol, H. R.....	Trees	Naperville Nurseries	Lining-out Stock
Brown Co.....	Evergreen Tree Seed.....	Northeastern Forestry Co....	Lining-out Evergreens
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Buskirk's Independence Nurs.....	Waterlilies, Fancy Fish.....	Painesville Nurseries	General Nursery Stock.....
Canterbury Nurseries	Boxwood	Parsons Wholesale Nurseries.....	General Nursery Stock.....
Caterpillar Tractor Co.....	Power Tree-Digger	Pfund-Bell Nursery Co.....	Elm Trees
Chase Bag Co.....	Saxolin	Polk & Co., R. L.....	Mailing Lists
Chase Company, Benjamin.....	Nursery Labels	Portland Wholesale N. Co....	Seedlings
Clark & Son, Walter E.....	Parapin Wax	Princeton Nurseries	General Nursery Stock.....
Conigisky, B. F.....	Hand Colored Photographs.....	Process Color Printing Co....	Loose-leaf Plate Book.....
DIRECTORY	Growers of Young Stock.....	Rambo, L. J.....	Small Fruit Plants.....
F. & F. Nurseries.....	General Nursery Stock.....	Ramsey & Co., L. W.....	Catalogue Printers
Fairview Evergreen Nurs....	Mugho Pine	Rockfall Nursery Co.....	General Nursery Stock.....
Ferndale Nursery	Evergreen Seedlings, Transplants.....	Rubber-Wrapt Plants	Goodrich Budding Strips.....
Foster Nursery Co.....	Grape Vines, Currants, Etc.....	Scarff's Nursery	Small Fruit Plants.....
Franklin Forestry Co.....	Evergreen Trees	Schifferli & Son Nurseries... Grape Vines, Etc.....	126
Goldsboro Nursery	Old English Boxwood.....	Simpson Nursery Co.....	Pecan Trees
Herbst Bros.	Tree and Shrub Seeds.....	Standard Cyclopedic of Horticulture.. Dr. L. H. Bailey..	129
Hill Nursery Co., D.....	Evergreen Specialists	Storrs & Harrison Co.....	General Nursery Stock.....
Hobbs & Sons, C. M.....	General Nursery Stock.....	S-W Supply Co.....	Nursery Markers
Hogansville Nurseries	Peach Pits	Titus Nursery Co.....	Shade Trees
Horticultural Advertiser	Trade Paper	Washington Nurseries	Chinese Elm
Howard-Hickory Co.	Peach Pits	Wayside Gardens Co.....	Hardy Perennial Plants.....
Howard Rose Co.....	Roses	Westcott Nursery Co.....	Evergreens, Shrubs, Trees.....
Ilgensfritz' Sons Co., I. E.....	Fruits and Ornamentals.....	Westminster Nursery	Privet, Poplar, Etc.....
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Address _____

Type of Nursery _____

NOTE: Please indicate your specialty, such as bulb, ornamental,
fruit, etc., for specific information.

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REG. U. S. PAT. OFF.

T R A C T O R

AMERICAN NURSERYMAN

[Reg. U. S. Pat. Off.]

The Chief Exponent of the American Nursery Trade National Journal of Commercial Horticulture

Entered September 6, 1916, at Rochester, N. Y., Post Office as second class mail matter

WITHOUT OR WITH OFFENSE TO FRIENDS OR FOES, I SKETCH YOUR WORLD EXACTLY AS IT GOES—BYRON

Vol. LV

ROCHESTER, N. Y., MARCH 15, 1932

No. 6

New Type of Nursery Industry May Develop

New Forms of Competition In Regard to Retail Distribution—It Is More Instructive Than Amusing to See What Some Nursery Concerns Are Doing

By Harlan P. Kelsey, Kelsey-Highlands Nursery, East Boxford, Mass.

Editor American Nurseryman:

In regard to dividing the country into five horticultural zones, each to take over the functions of the A. A. N. which was discussed at the recent annual meeting of Pennsylvania Nurserymen's Association:

From the reports I have read it seems to me that the program is entirely too nebulous at the present time to express a real opinion; but I might say that without more facts which might lead me to think otherwise I am not in favor of such a move; for I think that a strong, central organization is really desirable and necessary for the best interests of the Nursery business as a whole in this country.

It might be well argued that the regional organizations such as the Eastern Association, the New England Association and others might be strengthened in their relations with the national association. There is nothing at the present time to prevent the regional associations from actively working for regional publicity, legislation and other vital matters which may affect them locally; but it should all be co-ordinated with the national organization. No regional organization can prosper as it should in the long run, without this cooperation and a fair consideration of the other sections.

Moreover at the present time, the entire Nursery industry is in utter chaos, and it seems quite likely that a new type of Nursery industry will develop out of the present world-wide slump. Certainly it is that the Nurseryman must meet a new kind of competition, particularly in regard to retail distribution.

Today the strict wholesaler is such only in name and it now seems to be every Nurseryman for himself and the devil take the hindmost.

It would seem that the mass of Nursery stock will in the future be distributed through road-side stands and department stores, and the traveling Nurseryman.

Notwithstanding all this, the Nursery with highest grade of goods, both as to variety and quality of stock, will always have not only a good local trade but a good national trade from those who want to buy from the really best sources.

It is more instructing than amusing to see what some of our leading Nurseries in this country are doing in this time of famine. Business ethics and good business principles are being thrown away under the plea of exigency, although it might be more correct to call it hysteria. Yet probably the effect of hard times on the Nurseries in general is the same as on all other businesses

and it will probably recover in much the same way when prosperity, so called, returns.

No one expects the same volume of business as during inflated times, yet would we not be better off to reduce our expenses, and sell what we do sell at a reasonably fair price, instead of throwing all our best material on the market at less than cost and ultimately at less profit to ourselves.

Harlan P. Kelsey

Favors Zoning Proposition

Editor American Nurseryman:

In general we are in favor of consideration of the division of the country into horticultural zones, as proposed by the Pennsylvania Nurserymen's Association, with certain functions similar to those of the A. A. N., for the special benefit of the trade interests of a particular zone.

We are not in favor of private interests taking over the National Publicity Campaign on the same plan as it has been conducted. F. W. Kelsey Nursery Co.

New York City

Regional Organization Work

Editor American Nurseryman:

I do not think it would be well to give

Should Have Giant Retail Nursery Organization

Editor American Nurseryman:

The zoning proposition, as recommended by some in the trade, is surely good food for thought. Something practical might be worked out of it, since the country has widely different conditions affecting the practicability of applying uniform regulations.

As to the complaint by eastern Nurserymen that as subscribers to the National Publicity Campaign fund they paid most of the money while other sections reaped most of the advantage, it is of interest to note that similar complaint has been made throughout this section of the country. I believe that, on the whole, the National Campaign has done us a lot of good. This is certainly a large and growing interest in beautifying outdoor surroundings; and I believe the Campaign has led in bringing this about.

We must constantly remember that our greatest competitors are not our neighbor Nurseries but the many outside factors bent upon absorbing the people's money. If it is possible to do so, we should work hand in hand, absolutely in our own industry. All should push progress together. We will then find ourselves very busy, doing our

up the American Association of Nurserymen and substitute therefor regional associations.

However, I do think there is a place for regional associations that tie in closely with the national organization. I think that there is a good deal of work that could be accomplished through the regional organizations.

In this connection, too, I would not lose sight of the use of state organizations. My thought is that the major work could come through regional organizations leaving state problems, such as legislation, etc., to the state associations. I think this idea of regional organization is very much worth developing. F. J. Littleford

Hinsdale, Ill.

California Trees Exported—There is a constantly growing export trade for California-grown fruit trees in Mexico, South America and other citrus growing sections of the world. In so far as Southern California is concerned, this applies more especially to citrus and semi-tropical fruit trees, central and Northern California being more largely represented by deciduous fruit trees for export. Recently, the R. M. Teague Citrus Nurseries, Los Angeles, filed an export order to Brazil calling for 3,000 orange and lemon trees, and another order to Ecuador for 1,000 similar trees.

full share of advertising and getting our just share of the trade.

Here we are right under the smoke of the radio hullabaloo, with talk to all people all times of the day, offering plants, trees, roses and everything in the horticultural line at a ruinous price, and mostly delivering stock that is not yet ready to leave the Nursery.

Don't know when the Nurserymen will be able to get the morale of their business back where it was a few years ago.

Present conditions in general have helped to get the people dissatisfied and surely have been hard on the morale of the Nursery trade and also hard on the American Association.

I am one that believes that we should have a giant retail organization and that this organization should have a complete understanding with the wholesaler whereby they should work together for the betterment of the entire trade. It may be a little hard to hold this together and make it work until this surplus is out of the way; but I am sure that if we keep up, use our head and cooperate, we will come out with flying colors.

Arlington, Neb.

George A. Marshall

Believes Greatest Campaign Asset Was Lost

Direct Contact of the Subscribing Nurseryman With the Potential Customer—Harlan P. Kelsey Says This Asset Was Promised—Director Cary's Explanation

Editor American Nurseryman:

Regarding the advertising campaign of the A. A. N.: Undoubtedly this has done good in a general way to the Nursery industry; yet outside of some literature of doubtful value, I cannot see that the subscribers to the fund got any special benefit over those of any other Nurseryman in the country.

Direct contact of the subscribing Nurseryman with the potential customer was definitely refused by the publicity committee of the association, although this was

promised at least to me when I made my subscription.

While I did not repudiate my subscription to the fund, I would have been perfectly and legally justified in doing so.

To me, the saddest point is what I considered the greatest asset in the whole campaign was entirely thrown away.

Steam-rollers may temporarily seem to be more efficient, but in the long run they don't produce the results as do the cultivators.

Harlan P. Kelsey

Educational Director Cary's Explanation

Feb. 1, 1930 American Nurseryman, page 58

"What is done with the names of those who in answering the Campaign advertisements in magazines of nation-wide circulation, have sent in for the advertised booklets—81,000 of them? Why should not these names be distributed among Campaign subscribers, by states or by units?"

Mr. Cary—"The executive committee of the American Association of Nurserymen which is responsible for the Campaign decided that these names should not be given out. At the mid-winter meeting of the executive committee in Chicago this month that decision was reiterated. That is the reason the names are not given out.

"Now, as to the basis for that decision: Few requests for the names have been received. The Campaign directors went into a careful study of coupon distribution and discovered interesting things in connection therewith.

"In the first place there is the mechanics of the subject to be considered. What a task it would be to sort out by state, by county, by month and by magazine the 81,000 names now in a large box at headquarters—names all mixed up. The task may be appreciated when one considers that a subscriber doing a nation-wide business, for instance, would want all the names—as being applicable directly to his use. So we would have to send to Stark Brothers, for instance, all the 81,000 names. Then Mr. Hawkins, up in Minnesota for instance, would want a certain selected sorted list of names; and Mr. Hilborn would want a selected, sorted list of another lot of names—duplicates in each case of the names that went altogether to Stark Brothers.

"The probability would be that with our 864 Campaign fund subscribers there would be requests for almost as many kinds of separate lists. It would be an economic waste to prepare full lists—all the names received—to be sent to all the subscribers, because in nearly all cases most of the names would not be usable and would be thrown away.

"Then in St. Paul territory where there are 16 fund subscribers, 16 identical lists would be wanted. Picture what would happen to Mrs. Jones (representing one of the names of that duplicated list). If the names should be regarded as of value, by each of the 16 subscribers in that territory, 16 representatives of as many concerns would be sent to call on Mrs. Jones; they would include the door bell pusher, the catalogue appeal and in some cases at least the telephone attack—16 different price lists, 16 different sales stories. Let us suppose that

the first of the 16 salesmen to call expends the usual time in elaboration and includes in the details a carefully drawn plan for the outdoor living room, and altogether excites sufficient interest to arouse the salesman's hopes, but finally says she must consult Friend Husband—and the salesman departs. The second salesman goes all over it again while Mrs. Jones listens to see whether his offer is better than the one she had—and she very likely shows the newcomer the planting plan the first salesman left with her! Sixteen scenes like this are too much; Mrs. Jones decides to put the money in a new dress!

"The economic waste compared to the possibilities attending the listening of Mrs. Jones is out of all proportion. It is not contended that the names resulting from coupon requests are 'hot' prospects in this total of 81,000 names. The agency man would be inclined to concentrate on list names, and lose sight of best prospects in that territory. Result of our study is that there is too much dynamite in it."

"Identification and Uses of Broad and Narrow-leaf Evergreens"—Prof. R. W. Curtis, Dept. of Ornamental Horticulture, Cornell University, Ithaca, N. Y.

Prof. Curtis found favor with an exceedingly interesting group that assembled on Wednesday. The response of the group with questions greatly exceeded the expectations of the leaders. A more interested company could not have been assembled for any lecture. On many occasions it was necessary to stop the discussion in order that the program might be completed as scheduled.

There was little doubt left in the minds of those assembled at the end of the session that they had been listening to one of the country's outstanding authorities on woody plant materials. The years of experience in this line possessed by Prof. Curtis, showed itself in a keen mind and an ability to remember minute yet important details of plant characterization. Through the use of keys and lists prepared for use in identification of evergreens, much along this line was accomplished. Perhaps, however, what was fully as important was the answers and discussion of the many questions that were asked.

About eighty people assembled to hear Prof. Curtis discuss and show slides of "New and Uncommon Plants." To supplement his talk Prof. Curtis passed out mimeographed sheets which included a "New Nursery Plant List," a list of some "Southern Evergreens which May be Hardy in the North," a "Classified Plant List" which gave plants according to their size and use, and a list entitled "Order of Bloom" which gave the blooming dates and length of blooming season of many Nursery plants.

Copies of the first two lists may be had upon inquiry as long as they last.

Most Important Factors

In his address at the Ohio Nursery School, Prof. Alex Laurie, Ohio State University, said: The factors most important in growing quality stock are: Light, temperature, aeration, moisture, root pruning, transplanting, and nutrients. The Nurseryman should consider all of these when growing plants.

Effect of Light on Plant Growth—Light plays a very important part in the plant's growth; as the food manufacturing process "photosynthesis" can take place only in its presence. Fertilizers should not be applied to plants in long periods of cloudy weather, because the reduced light slows down the manufacture of food and its demand for raw materials. Plants require different intensities of light for best growth. Sometimes light is essential for proper germination of seeds while in some cases it may prove detrimental. Light does affect the ability of cuttings to root.

Temperature plays an important part in the growth of plants. Absorption is increased when the soil is warm. A warmer temperature increases transpiration and photosynthesis. Seed germination and rooting of cuttings is influenced thereby. It is necessary that all plants have oxygen to carry on these processes. Oxygen decreases and carbon dioxide increases with the depth of planting. Sandy soil has more oxygen present and less carbon dioxide than heavy soil. Very frequently a heavy mulch of manure will prove detrimental because of the increased CO₂. The more water there is in a soil, the less oxygen; thus, plants are often injured when the soil becomes overwatered. Acidity may be increased by the lack of O₂ and over abundance of CO₂. The correct depth of planting is important.

Moisture is necessary for the translocation of foods in plants. In greenhouses the humidity should be carefully controlled for best plant growth.

Root pruning is done to increase the fibrous root system. Absorption takes place through the root hairs. These are located just below the growing tip. Thus the more growing tips the more root hairs produced and the greater the absorption. In some cases root pruning increases hardness of the tops and stiffens the stems. This practice should be done in September, preferably, following a rain. If this practice is done in the spring, normal evaporation and respiration with abnormal absorption may offset the benefits of root pruning.

Transplanting may be readily accomplished in the fall. The soil is warm, easily worked, and the roots have a chance to get established.

Nutrients of the soil are very important for proper growth. It is not necessary to supply the fertilizer in organic form.

Nurserymen from all parts of Massachusetts last month urged the agriculture committee to favor a bill to authorize the trustees of Massachusetts State College to spend \$25,000 at Waltham field station in the interest of the Nursery industry. Money would be spent: \$10,000 for a meeting hall, \$6,000 for an addition to the greenhouse, \$4,000 for additional office and laboratory space, and \$5,000 to employ a research man and an assistant. Dr. A. W. Gilbert, commissioner of agriculture, said the Nursery industry brings much money into the state; employs many men and ought to be given assistance. He said that with added facilities, the station could give information on growing of trees and shrubs to Nurserymen, home owners and park authorities. The committee was told the Nursery business in the state represents an investment of \$22,000,000, with 7,500 acres of land devoted to cultivation of trees and shrubs. Many organizations recorded in favor, as did the college trustees, and the Hampshire, Worcester and Middlesex counties extension services. No opposition was voiced.

Nefarious Game of Selling Worthless Stock

Passing in Pennsylvania Says Chief Nursery Inspector Trimble—What the Plant Pest Act Has Done—Planter and Reputable Nurseryman Protected

Says a bulletin of the Pennsylvania Dept. Agriculture: "The nefarious game of selling worthless Nursery stock to an unsuspecting public is rapidly passing into history in Pennsylvania."

And the following information as to Nursery salesmen's "rackets" is given to planters of Nursery stock, with a warning regarding unscrupulous practices on the part of Nursery salesmen. The bulletin continues:

Forced to Quit Racket—Through the enforcement of provisions of the Pennsylvania Plant Pest Act of 1917 most of the itinerant Nursery stock salesmen or agents have been forced to quit their racket, F. M. Trimble, chief Nursery inspector for the Commonwealth reports. Many of these salesmen were unscrupulous in that they accepted deposits on orders never delivered, sold diseased or poorly grown plants, substituted worthless varieties in place of those ordered and frequently delivered stock untrue to name, Mr. Trimble explains.

Warning Still Necessary—"These tricks of the trade often meant great losses to purchasers. Although such agents are much less common now-a-days, it is still necessary to give warning to persons living in farming and suburban communities of the unreliable agent who may occasionally appear, especially in the spring months, when home owners and others are making plans for beautification of their lawns and gardens."

Protects Reliable Grower—The purpose of the Plant Pest Act in regulating the Nursery industry in Pennsylvania is not only to protect the purchaser but also to extend inspection service to the reliable grower,

making it possible for him to keep his Nursery free of pests which injure his plants. This inspection consists of a thorough annual examination of the Nursery stock in the field during the growing season as well as of stock in the storage houses purchased from other growers.

While the reputable Nursery concerns gladly take advantage of this inspection service and have their salesmen properly licensed, the unlicensed grower or agent frequently from neighboring states, may appear in a community for a few days and then be gone with his ill-gotten spoils before being apprehended.

Salesman Must Show Card—The inspection act provides that all salesmen must show their card certificate to a prospective customer upon request. Refusal to do so or the presentation of an invalid card would class the salesman as unreliable and an order should not be placed with him. The activity of any such salesmen should be reported to the Bureau of Plant Industry in Harrisburg. Immediate action is then taken so that unsuspecting persons may be protected.

Foreclosure Sale—All lands and buildings of the Continental Plant Company, Kittrell, N. C., have been sold under foreclosure. The concern has for many years been one of the largest Nurseries in the South. Twelve tracts, aggregating approximately 1,100 acres, were bid in by C. W. Hargrove, Townsville, for \$10,000. The buildings and 100 acres of land adjacent were bid in by John H. Zollicoffer, Henderson, at \$7,500.

A Lesson In Publicity

A strikingly effective advertisement is that of D. Hill Nursery Co., Dundee, Ill., in the March issue of this journal. Outstanding characteristics are:

1—The power of concentration on a specialty which the business of the D. Hill Nursery Co. makes practical—"Evergreens Exclusively."

2—Graphic presentation of specimen evergreens in wide variety in more than a dozen items suggestive of still wider range.

3—The timely slogan: "Fair Dealing, Fair Prices and Fine Evergreens," stressing the fact that the company has a national reputation resulting therefrom.

4—The importance of the kind of trade literature issued by the company is indicated by the prominence with which announcement is made of the Trade List and the Descriptive Catalogue containing 50 illustrations in colors.

Publicity Director Kumlien has closely observed high grade modern publicity practice with marked results.

Nursery Exhibitors—At the Philadelphia Flower Show this month, the Dreer Nurseries, of that city, exhibited some 1500 rose plants, a collection of 10,000 blooms of the Olympiad rose. Another large rose display was that by Conard-Pyle Co., West Grove, Pa. Prizes amounting to \$10,000 were offered in ten special classes.

About How Big Is the Top Of Your Desk?

YESTERDAY a kind of fresh Alec sort of a fellow called on us and asked that question. It turned out he had a mighty good combination follow-up tickler, and ready-reference-desk-file, that took up but little more room on a desk than an ordinary size catalog.

After he had gone, a thought came to me about that anniversary catalog of ours. That one called "After Fifty Years". The measurement of that catalog is 6 1/4" x 8 3/4". The usual desk is 34" x 54". According to which that catalog takes up about 3% of your desk top space. Takes up so little space and yet covers so much ground. In fact, covers 300 acres of it. 300 acres of evergreen, deciduous and herbaceous stock.

However if ground and stock was all that catalog cov-

ered, you couldn't afford to give it even 3% of your desk top. But it is really a ready reference book of practically all the worth while things used in planting projects, small or large. Every item is amply described. Descriptions you can absolutely depend on.

You may never buy a dollar's worth from us. Still there that catalog is on your desk, one of your most dependable, usable ready reference books. Although issued in 1932 you will find it invaluable for years to come.

If a copy of this anniversary book of ours called "After Fifty Years" has not reached you, let us know and it will come promptly. Be on the lookout for an all black box tied with tape and addressed to you personally.



F. & F. Nurseries
FLEMER HOLDING CORP.
SPRINGFIELD NEW JERSEY

P. S.

On rainy days or off season times you will find yourself picking up that book-catalog from your desk and reading some of the human interest things in it. Interesting and informing.

AMERICAN NURSERYMAN

American Nursery Trade Bulletin



CHIEF EXPONENT OF THE AMERICAN NURSERY TRADE

Featuring the Nursery Trade and Planting News of American and foreign activities as they affect American conditions. Fostering individual and associated effort for the advancement of the Nursery and Planting Industry.

Absolutely independent.

OFFICIAL JOURNAL
PACIFIC COAST ASSOCIATION OF NURSERYMEN
Largest District Organization in the Trade
ILLINOIS STATE NURSERYMEN'S ASSOCIATION
Leading State Nursery Trade Organization

Published Semi-Monthly by
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39 State Street, Rochester, N. Y.

RALPH T. OLCOTT, Pres. and Treas.
Phones:—Main 8726, Glenwood 780
Chief International Publication of the Kind

SUBSCRIPTION RATES	
One Year, in advance	\$2.00
Two Years, in advance	3.00
To Foreign Countries (Canada \$3.50)	2.50
Single Copies	.15

ADVERTISING RATES on Application
Forms close on 10th of month for mid-month issue and on 25th of previous month for first-of-month issue.

ROCHESTER, N. Y., MARCH 15, 1932

FOUNDER OF AMERICAN NURSERY TRADE JOURNALISM

THE FIRST Nursery trade paper in America was established in 1893, as long-time Nursery concerns know, and for nearly thirteen years was conducted under the personal and exclusive direction of Ralph T. Olcott, of Rochester, N. Y., who later founded the AMERICAN NURSERYMAN on broad and untrammelled lines.

"The dean of Nursery Trade Journalists."—John Watson.

A Policy Roundly Echoed

"Cultivated Americans, impatient with cheap sensationalism and windy bias, turn increasingly to publications edited in the historical spirit. These publications, fair-dealing, vigorously impartial, devote themselves to the public weal in the sense that they report what they see, serve no masters, fear no groups."—Time Magazine.

Sound Distribution

"Distribution has been much stressed, perhaps correctly, by executives, organizations and business analysts as the present main problem of industry. Nevertheless, I am of the opinion that there can be no sound distribution that is not based on sound production.

"To find and serve a market is to presuppose a capacity to produce economically, wastelessly. Buyers have a way of seeking out the producer who best serves them at the factory."—Charles Ault, Auburn, Me.

The AMERICAN NURSERYMAN is highly indorsed individually and collectively by the American Association of Nurserymen and by more than a score of district and state trade associations in the United States and Canada.

The Mirror of the Trade

TIME FOR SOME TO BE BLUE

"I've seen a good many Nurserymen lately," says Walter E. Campbell long well known as a New Haven, Conn., landscape specialist, now at the head of his establishment Piedmont Gardens, Greensboro, N. C. [A. N. Feb. 15, p. 87]. He continues:

"It is a time for the unethical and careless Nurseryman to be blue. But I am convinced that brighter times are ahead for the conscientious Nurseryman who is really a good grower and prepared to meeting coming demands which the great garden movement will require of Nurserymen."

This is directly in line with what Walter W. Hillenmeyer said not long ago, to the effect that a business man whose vocation is worthy and is advanced by him on sound principles need have no doubt of his success.

In an address on "The Nurseryman's Mission in the Landscape Field," before the A. A. N. in July 1922, published in the American Nurseryman, Mr. Campbell, then president of Woodmont Nurseries, Inc., The Elm City Nursery Co., New Haven, Conn., made certain statements the soundness of which has been proved during the last decade. He urged the great importance of grounded knowledge by the Nurseryman in the principles of his vocation.

This month Mr. Campbell said: "I am continually meeting Nurserymen in various parts of the country and find them, as a class, very poorly informed about the fine points of their business. Nurserymen have got to educate themselves and become horticulturists, if they hope to cope with the future."

Mr. Campbell's article in this issue of this journal should certainly offer encouragement towards a higher horticultural standard. It may be added that such encouragement is worth putting oneself in the way to acquire.

Not Nurserymen's Competitors—"Wisconsin is embarking on the largest forest planting program ever undertaken by a state government in the middle west," Haskell Noyes, acting chairman of the Conservation Commission, told members of the Wisconsin Nurserymen's Association.

Mr. Noyes stated that more than 1,000 acres of state lands have been replanted annually in the last few years.

"It is a mistake," said Mr. Noyes, "to believe that there is any possible rivalry between the state and commercial Nurserymen. The state is interested only in the production of trees for forest planting; that is, in the production of trees ultimately to be used for lumber, pulpwood and to provide raw material for Wisconsin industries."

He Reclaimed a Jungle—Just why W. A. Humm could move to Miami, Fla., in 1924 from Oberlin, O., and in the Nursery game successively go through boom, blow and bust period yet come smilin' through, has been the subject of speculation among many in the same game. His success is due to adaptation, carefully computing temperatures, with refrigerator manipulations in order to have Easter blooms amenable to South Florida conditions. The present Humm Nursery ground in the days when George E. Merrick owned the only car in the Southeast area was a dense hummock, where grew orchids and other tropical plants. Today there still exist traces of former jungle beauty.

A Radio Creation—Without doubt the Nurserymen's National Publicity Campaign is the cause of the creation of the "Master Gardener" as a feature of the Garden Hour program on the N. B. C. blue network, sponsored by Swift & Co., Vigoro Plant Food Division.

The Retailers' Opportunity

Editor American Nurseryman:

At the annual meeting of the Michigan Association of Nurserymen, Mr. Hanson presented the case for the retail Nurseryman and the association went on record in endorsement of the general aims of the new Retail Nurserymen's Association.

The retail Nurseryman is so geared to the buying habits of the public that he feels first the effects of a let up of buying or any new increase.

It is due to a great extent to his efforts that rapid strides have been taken by the home-owning public toward better comprehensive planting as opposed to hit-and-miss planting. His stock and displays have kept the buyers garden conscious and have tended to create a carry through of buying better than afforded by any other agency in the trade.

The evils that have fallen upon the trade have come about, in my estimation, more through a lack of organization than anything else. While all lines of industry have suffered from the depression, the better organized lines appear to have met conditions better than others.

If the new association will set for itself definite, attainable objectives it should go far toward stabilizing the industry and provide a better background for Nursery business than exists at the present time.

Ralph I. Coryell

Birmingham, Mich.

Beetle Quarantine Origin

Editor American Nurseryman:

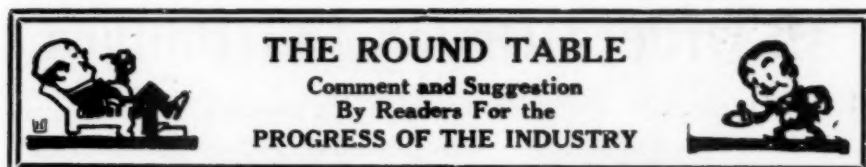
My attention has been called to your issue of Jan. 15, page 31, in which Mr. Van Buren is reported to have said "It was upon the insistence of State Entomologist Britton of Connecticut that quarantine activity was started by Federal authorities," the matter under consideration being the Japanese beetle.

This statement is inaccurate and untrue and I doubt if Mr. Van Buren made the statement in this manner as regards the Japanese beetle. As a matter of fact, the Japanese beetle quarantine was in existence for some years before I knew anything in particular about the Japanese beetle. Later, I did attend some hearings and discussed quarantine changes and extensions. I believe that Mr. Van Buren intended his remark to apply to the Asiatic beetle. It is true that we at once established a state quarantine against this insect which is still in force, although the Federal quarantine has been revoked. Even as regards the Asiatic beetle quarantine, I do not regard that I was the first instigator, but simply supported the Federal authorities in Washington.

Will you kindly publish this correction in a future issue of the American Nurseryman?

W. E. Britton, State Entomologist
New Haven, Conn.

An Antidote for Cares—Says F. F. Mettarn, manager Golden Gate Nursery, Cal.: "Much is heard in the world today of strenuous times. As an antidote for such things there was never greater need than now for creative hobbies, or means of self-expression both stimulating and recreative. There is nothing which meets this need so fully as contact with living, growing things provided by an active interest in the garden, whether it be small or large."



Attack on Nursery Methods Emphatically Answered

The following communication on a subject of wide interest in and out of the Nursery trade, especially in this Washington anniversary year, was sent by Harlan P. Kelsey to the Boston Transcript:

The December 10 issue of the Arnold Arboretum Bulletin of Popular Information devotes several pages to a discussion of the famous Washington Elm in an article signed by J. G. Jack of the Arnold Arboretum. One of the obvious purposes of this article is the discrediting of certain Nurseries which have been advertising and disseminating alleged direct descendants of this famous tree. Doctor Jack says:

During the past year the mail and telephone have brought to the Arboretum many inquiries regarding the so-called "Washington Elm," a specimen of the American or White Elm (*Ulmus americana*), which grew in Cambridge, Mass.

Most of the inquiries referred to above have been in regard to the plants now offered by several Nurserymen who have used the word "patriotism" freely in their seductive advertisements.

And there is certainly very much doubt with regard to the authenticity of the origin of some of the offerings made by professional Nurserymen. These men work on the credulity or ignorance of their clients whose patriotic feelings they capitalize by charges of high prices for plants which practically cost little, if any more than ordinary propagated material.

Another Nursery concern, with headquarters in Massachusetts, is offering Washington Elms, grown by grafts from trees which are said to have been propagated from a tree which we are told was started as a scion from the old tree and was grafted at the Arnold Arboretum and later sent to Wellesley, Mass., where it was planted with other White elms.

Grafted plants of the next generation of this Wellesley tree, one foot high, are offered to the patriotic public at \$5 each. And with each is given a label and a numbered certificate signed by the president of the company, which assures the purchaser or his or her heirs that the tree is a "direct descendant of the Washington Elm," although earlier in the advertisement we are told it came indirectly, or two generations removed.

As these quotations refer in part direct to the Kelsey-Highlands Nursery, of which I have the honor of being president, obviously such an attack on our business integrity and honesty of purpose cannot go unchallenged.

Prof. Jack will fail to find in our "seductive" advertising or printed matter where we have used "freely" or at all, the word "patriotism," which disproves at the outset one of his statements. What our advertisements did say was this:

But the Washington Elm still lives, not only in the hearts of Americans, but in trees that are its true descendants, for the late Mr. Jackson Dawson, noted horticulturist, grafted a branch of the old and dying tree and saved it for posterity. This graft is now a beautiful, large tree, growing on the grounds of the Public Library at Wellesley, Mass. In 1925, Mr. William Judd, of the Arnold Arboretum, grafted four scions from this Wellesley Elm. The grafts, now trees over twelve feet in height, came to us through the late Prof. Charles Sprague Sargent, director of the Arnold Arboretum, with the hope that we would disseminate it widely.

Now regarding the "doubt with regard to the authenticity of the origin of some of the offerings made by professional Nurserymen." The origin of the Washington Elms we are using for propagating was the Arnold Arboretum itself. These particular trees were considered authentic by Prof. Sargent, who gave them to us with the request that we propagate from them by

budding or grafting and disseminate the progeny as widely as possible. Originally four trees were sent to us under the Arnold Arboretum label "*Ulmus americana* 18877" and the two specimens we have left still bear the original labels. Of the two others, one we presented to the Phillips Andover Academy and one was returned at Prof. Sargent's request for permanent planting in the Arnold Arboretum.

We succeeded in propagating a limited number of trees as requested by Prof. Sargent (and later by Dr. Wilson) but before distributing them to the public we requested verification of the material by the Arnold Arboretum through Mr. Judd, who has been the Arboretum propagator for many years, and who wrote us:

Aug. 29, 1931.

Harlan P. Kelsey, Inc.
Kelsey-Highlands Nursery,
East Boxford, Mass.

The four plants of *Ulmus americana*, No. 18877, as given you on Nov. 29, 1926, were grafted by me on March 10, 1925, from a tree growing in the grounds of the Public Library at Wellesley and which Mr. Hatfield told me was one given to him by Mr. Jackson Dawson. This tree was one grafted some years earlier, probably about 1908, by Mr. Dawson from the old tree at Cambridge.

Wm. H. Judd, Propagator

As Prof. Sargent often stated and as Dr. Wilson repeated many times later, one of the prime objects of the Arnold Arboretum is to disseminate new, rare and interesting plant material to the American public, chiefly through the medium of reliable American Nurserymen.

It is difficult to understand the motives that could prompt the present administration of the Arnold Arboretum to make this unjust and gratuitous attack on a firm having the entire confidence of Prof. Sargent which is distributing trees propagated from material supplied by the Arnold Arboretum itself and at the special request of its late chief administrative official, Prof. Charles Sprague Sargent.

We and other reliable Nurserymen of America have in the past cordially cooperated with the Arnold Arboretum in its express desire to disseminate fine plant material to plant lovers everywhere, and we hope to continue this cooperation. Yet, in faithfully and honestly doing so, may not we and other Nurserymen fairly expect and demand that we be protected from unjust and libelous attacks by employees or editors of the Arnold Arboretum Bulletin, such as the article referred to above which was signed by Professor Jack.

Harlan P. Kelsey,

President, Harlan P. Kelsey, Inc.
East Boxford, Feb. 29

Against Foreign Roses—H. C. Van Ginhoven, president of the Long Island Bulb Growers' Association, fears that the invasion of the New York flower market by tulip blooms from Holland might be followed by a flood of foreign-grown roses and carnations. An embargo has been suggested.

Full Week Employment—Seventeen shrubs were stolen from the Lane County Nursery, H. L. Good, owner, Eugene, Ore., last month. Witnesses saw a small delivery truck with lettering advertising landscaping work driven into the Nursery on a Sunday afternoon.

An Avondale Nurseries, Phoenix, Ariz., representative, Mrs. Chris Hoyer, late last month enthused members of the Las Flores Garden Club, of that city, by describing flowering plants suited to that climate and urging visits to the private gardens in the Arcadia district and those of the Biltmore Hotel, Phoenix.

Important Quarantine Hearings

In announcing four public hearings in Washington, D. C., March 24-28 to consider the status and perhaps the discontinuance of the quarantines on European corn borer, Japanese beetle, White pine blister rust and narcissus bulbs, by order of Secretary of Agriculture Arthur M. Hyde, the U. S. Dept. Agriculture says:

"We are holding hearings on these plant quarantines to determine the public sentiment about them," says the notice. "This is in line with the Department policy to consider any changes in conditions which may have taken place since their establishment."

"What we propose to find out in these hearings is just how much benefit results from our efforts and if the cost is justified. Any person or group interested in the possible revocation of these quarantines may appear at the conferences and be heard, either in person, or by attorney."

"The conferences will consider whether or not the investigation of control methods, parasites and resistant varieties has reached the stage where Federal quarantines on interstate movement of plants should be removed; whether the spread of the disease and pests has been so wide as to make further Federal control undesirable and inexpedient; and whether the States which are threatened by these pests and diseases are able to fight them as efficiently and economically as the Federal authorities can do it."

The conferences will open in the auditorium of the National Museum at 10 o'clock each morning of Thursday, Friday, Saturday and Monday, March 24, 25, 26 and 28.

The March 24 hearing will be on the advisability of revoking the European corn borer quarantine, now effective in New England, New York, New Jersey, Pennsylvania, Ohio, Michigan, Indiana and West Virginia.

The Japanese beetle hearing, March 25, will consider especially whether the advantages of the quarantine restrictions justify the costs of the administration and the expense to the shippers in complying with them. This quarantine is now effective in Pennsylvania, New Jersey, New York, Delaware, Connecticut, Massachusetts, Rhode Island, District of Columbia, Virginia and Maryland. The beetle was found in Ohio and South Carolina last year.

The March 26 hearing will consider the quarantine on the White pine blister rust, which, discovered last year in Iowa, Maryland, Ohio, Virginia and West Virginia, has existed heretofore in parts of Connecticut, Idaho, Maine, Massachusetts, Michigan, Minnesota, Montana, New Hampshire, New Jersey, New York, Oregon, Pennsylvania, Rhode Island, Vermont, Washington and Wisconsin.

The fourth hearing, March 28, will be on the quarantine and certification of the narcissus bulbs for interstate movement. The states which produce a million or more narcissus bulbs a year are California, Florida, Georgia, Illinois, Maryland, Michigan, Missouri, New Jersey, New York, Oregon, Rhode Island, North Carolina, South Carolina, Texas, Virginia and Washington.

Free Highway Trees—H. W. Fristoe, county agent for Jefferson parish, announces that the Louisiana State Forest Nursery will send various kinds of trees to people in the parish for planting in school yards, along highways or on farms for reforestation. The only charge will be for express to destination.

Landscaping Women's Prison—Nursery stock to the value of nearly \$15,000 grown in Kern County, Cal., will be planted at the women's prison, Tehachapi, Cal., under plans prepared by Mrs. Helen van Pelt, landscape architect, San Francisco. C. N. Potter, Krauter's Nursery, Bakersfield, Cal., says his concern has the contract for a large part of the planting.

Michigan Nurserymen believe that the \$5 license fee imposed upon farmers who sell a few trees from woodlots should be abandoned, since it tends to give the farmer standing as a Nurseryman and consequently in some cases resulting in unjustified discounts from wholesalers.

Cash Basis For All Orders Under Ten Dollars

Is Suggestion by Credit Expert—Present Advance Commission Payments System Condemned—Second Loss on a Customer Inexcusable—Cooperative Advertising Idea

The subject of Nursery credits in the Nursery business was discussed at the annual meeting of the Michigan Nurserymen's Association by L. E. Phelan, manager of the credit group department of the Detroit Association of Credit Men. He pointed out that the largest question before the Nursery industry is "Intelligent Distribution" which, of course, implies the necessity for keeping accurate records of cost of doing business.

"My observation," said he, "has forced me to condemn, as unsound, the present method of selling in advance of the planting season wherein Nurserymen pay salesmen commissions on orders at time of sale on which no substantial down payment has been made. I recommend that all orders, regardless of responsibility of purchaser, amounting to less than \$10, be handled on a cash basis.

"Then, too, the purchaser would be more apt to pay, where sold on open account, if the terms of sale were no longer than thirty days from date of delivery and before the newness or novelty had worn off of the trees and shrubbery planted.

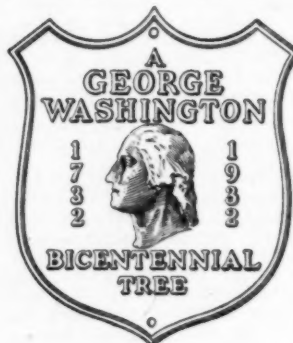
"I find that those in the industry generally have not been checking into the credit responsibility of concerns sold on open account and I suggest the use of the interchange department for correcting this evil. The first credit loss within the industry might be unavoidable. The second loss with the same customer is chargeable to carelessness of the industry in not tabulating the cheat and dead beat for the benefit of all in the industry."

In a recent survey made, Mr. Phelan determined that there was approximately 30% duplication of accounts within the Nursery industry. His direct appeal was that Nurserymen cooperate more closely in studying the market in their various localities. He suggested that a certain amount of cooperative advertising in season would be beneficial in disposing, at a profit, of the surplus items of the industry. He believed that the Nursery trade can, by proper application and cooperative effort, make the home owner shrubbery and Nursery conscious; and, by careful credit checking, can turn into profit that wastage from which only the dead-beat now benefits. It is his belief that the National Association of

Credit Men through its various local units, can do much to help eradicate the latter evil if the industry will show the proper cooperation.

Washington Tree Labels

Burwell Nurseries Co., Columbus, O., has produced a commemorative plaque for attaching at planting time to trees which are to mark the anniversary of the birth of George Washington. A reproduction of the



plaque is presented herewith. It is a timely offering reproducing the head and shield used by the Washington Bicentennial Commission, has permanent embossed lettering, is artistic, inexpensive and adaptable to any size of tree. It has been suggested that Nurserymen may advantageously offer to provide this label gratis with every tree sold.

FOR YOUR CONVENIENCE

Phone Normal 5832

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ROSES—SHRUBS EVERGREENS

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Max C. Gould George F. Verhalen

PIN OAKS

**ARONIA ARBUTIFOLIA
VIBURNUM RHYTIDOPHYLLUM**

Samples and prices on request
LINDLEY NURSERIES, INC.
POMONA, N. C.

"Pleasant Two Hours Drive"—Doing his own advertising H. A. Hyde, H. A. Hyde Co., Nursery, Watsonville, Cal., has induced the Oakland, Cal., Tribune to say:

"The Hyde Company's show gardens will give garden lovers practical demonstrations as to what a minimum of time, energy and capital will produce in the average garden.

"The Hyde Nursery, a pleasant two hours drive from Oakland, will appeal to all visitors who are anxious to have their gardens 'look right' the year around. They will enjoy wandering about the lawns, rockeries with perpetual running water, the patios, rock walls and gardens. The trip is best made by driving south through San Jose to Morgan Hill and from there over the Hecker Pass to Watsonville."

For Problem Solutions—Shut off from long-established sources of Nursery stock with the establishment of a federal embargo against the importation from abroad of many types of rootstocks, New York State Nurserymen have turned to the Experiment Station, Geneva, N. Y., for aid in the solution of problems encountered in the growing of rootstocks in this state. Three publications of special interest to Nurserymen relating to apple, cherry and rose, have just been issued by the Station under the authorship of H. B. Tukey and Karl D. Brase, horticulturists in charge of this work. Copies of these reports may be obtained free of charge upon request to the Station.

May Increase Planting Desire—With a large amount of unemployment throughout the country more people were reported to be living on the farms of the state on February 1st than during any of the recent years, according to a state-federal report just issued from the New York State Department of Agriculture and Markets.

Graduate Opens Nursery—Sam O'Dell, graduate of the American School of Landscaping at Des Moines, Ia., has started the Memphis Nursery Co., Memphis, Tenn. He will specialize in shrubbery, shade trees, landscape architecture and lawn caretaking.

Central States Nursery Club

Graduates of short courses, as a direct result of the interest in Nursery instruction given at the Nursery school at Ohio State University last month, have formed the Central States Nursery Club for students who desire further study and practice in Nursery work. These are the officers: President, C. E. Kern, Wyoming, O.; vice-president, F. J. Littleford, Hinsdale, Ill.; secretary, G. W. Burwell, Columbus, O. Bulletins prepared by H. C. Esper, research assistant in the floriculture department of the university will be sent to members.

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Meet spring demand for shrubs with LaBars' Rhododendrons, Azaleas, and related broad leaf evergreens. More than one million nursery-grown plants in our Pennsylvania, West

Virginia, and North Carolina nurseries ready to ship! 24 hour service. Successfully served a discriminating clientele thirty years.

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4 Nurseries—1,000 acres

Largest growers of America's most beautiful native shrubs



Your Advertisement In This Size Space

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Every State In the Union
\$9.40 per Issue

(Under Yearly Term, \$8.45)

AMERICAN NURSERYMAN
P. O. BOX 124
ROCHESTER, N. Y.

LITERATURE

American Rose Annual—Edition of 1932. Year Book of Rose Progress. Edited by J. Horace McFarland, L. H. D., and G. A. Stevens, Harrisburg, Pa. Published by the American Rose Society of which Dr. McFarland is president; Robert Pyle, West Grove, Pa., secretary. 8vo. pp 238. Plates 30, in black and white and colors. The Annual is sent to all members of the American Rose Society; membership \$3.50 per year; three years for \$10.

The Seventeenth American Rose Annual is right up to the standard of its predecessors. The volumes are cyclopedic in their comprehensiveness. They will be for indefinite time an outstanding production of the kind, of high historical value. Some forty special articles and regular departmental headings are listed in the table of contents. These include "Roses for Hedges," "What About 'Bench Roses'," "What Nurserymen Could Do For the American Rose Society," "Rose Understocks," "Water-Culture Method for Rose Production," "Appeal of the Old Roses," "Roses on Probation," "Favorites Old and New," "International Rose Test Gardens," "Roses in Other Lands," "Proof of the Pudding," "Wanted: Rose Leaders," "New Roses of the World."

Two of the interesting articles are by Stephen F. Hamblin, Mass., and Francis E. Lester, Cal., on the appeal of the old roses. If the reader is not conscious of the values of the older types of roses his interest will surely be awakened by the listing of these six special reasons for consideration in behalf of the old roses: **Hardiness** in the blizzard zone; **shrub effects** as well as flowers, many of the old roses growing as readily as spireas; they **rarely suffer** from leaf-spot, canker and other modern troubles; none of the old roses bloom to death but they usually **outlive their owner**; they excel in **fragrance** as, for instance, the old Damask, Cabbage, Moss, French, Scotch or China; the **sentiment** of the old roses is always in the background.

A prominent feature of the Annual regularly is the department headed: "Proof of the Pudding," conducted by the editor, Dr. McFarland. Fifty-seven observers contributed their knowledge of rose varieties to this review. The comments include observations on behavior of rose varieties as observed personally throughout the country. The department supplies a ready reference record of behavior during 1931 of a long list of roses.

Illustrations in the Annual, as usual, are striking and instructive, including as they do numerous new varieties. The two beautiful color plates of the roses of Mrs. Dudley Fulton and Sophie Thomas had been approved by George C. Thomas, Jr., just before his sudden death last month.

Nurserymen will find the Annual replete with valuable commercial information. It is but one of several factors for progress gained through membership in the American Rose Society.

To Close John A. Young Estate

John A. Young established the Greensboro Nurseries in 1886 near Greensboro, N. C. The venture prospered and developed into one of the two oldest and largest Nurseries in the state. He died Jan. 11, 1930. The property covers 400 acres, 40 of which are planted with Nursery products. A large quantity of Nursery stock is being sold to close the estate for division among the heirs. Mr. Young's two sons, John A. Jr., and J. W., are operating the Nursery.



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1,000,000 Mastodon, to the trade.....	\$7.50
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2,000,000 New Blakemore.....	3.00
500,000 Dunlap	2.25
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Great New Youngberry, a fine new Dewberry—fruits an inch long, come in right after strawberry crop. 125,000.....25.00

All prices f. o. b. here. We have all kinds of stock you may want.

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Japanese Roseflowering and Weeping
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All Sizes

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Northern-grown, Hardy Evergreens
Forest and Ornamental Stock,
especially Red Pine
H. R. BRISTOL, Plattsburg, N. Y.

PIN OAK SEEDLINGS

Now is the time to plant Pin Oak, while they are scarce. The financial cloud will pass, so be ready for the bright days.
I also have a surplus in Cortland, Black Twig, Delicious, Jonathan, Willow Twig, Grimes and Winesap apple.

Arthur L. Norton, Clarksville, Mo.

CACO GRAPE

Vines and Cuttings

C. D. WRIGHT
Hamburg, Iowa

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When in need of one or more books on Nursery practice or horticulture in any phase, apply for list (158 books) and price quotations to:

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P. O. Box 124, Rochester, N. Y.

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Small Fruit Plants
Shrubs—Evergreens
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Grown in the Heart of Ohio

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NEW CARLISLE, OHIO

LIST OF 160 BOOKS on Horticultural subjects covering Nursery, Greenhouse, Field, Ornamental and Fruit Stock, Vines, Insecticides, Spraying, Landscaping, Diseases, Insects, Orchards, Gardens. Seven books on Landscape Gardening, six books on Rock Gardening. List sent on request. American Fruits Pubg. Co., P. O. Box 124, Rochester, N. Y.

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40 ACRES of the famous PORTLAND ROSES of many varieties and colors all field grown and hardy.

Also TREES, SHRUBS, and planting material for Landscaping.
Price List on Request

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341 E. 72nd St. Portland, Oregon

Mountain View Floral Nurseries, Inc.
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Please send me your new list of "Portland Roses."
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Address
City State.....

When Hybridizers Produce Hardier Hybrid Teas

Nurserymen Will Be Expected to Provide the Plants—Have Headaches and Nightmares Propagating Austrian Brier—American Rose Society Cooperation

In his article in the current American Rose Annual on "What the American Rose Society Could Do for the Nurseryman," Robert W. Eisenbrown, Fairlawn, N. J., says that the amateur membership could do much besides merely buying plants; that the wide-awake Nurseryman welcomes criticism from advanced rosarians and profits by the experience of others in regard to adaptability of varieties to particular soils and climates.

"When hybridizers," he says, "now hard at work in this country, succeed in producing a hardier strain of hybrid teas, it should be the duty of every good Nurseryman to provide the rose-buying public with plants of this description as soon as practicable. While the introduction of Austrian brier blood has undoubtedly brought a wide range of alluring colors to the rose, it has also brought headaches and nightmares to the Nurserymen who have been forced to propagate many of these varieties of weak ancestry. It will be the job, as always, of the Nurserymen to pick up where the hybridizer left off when once a more satisfactory, a hardier, and more disease-resistant type of hybrid tea is produced. The day does not seem to be far off.

"What the Rose Society has done for the Nurserymen is probably more important right now than what it could do. The society's radio talks have directly and indirectly boosted sales for Nurserymen by stimulating greater enthusiasm for the rose. Perhaps some Nurserymen contend that the rose, because of its universal popularity, does not need much added stimulus in order to keep it in the foreground, but the progressive Nurseryman knows that such decidedly is not the case. Money appropriated for research work in prevention of disease is bound to result in direct aid and assistance to Nurserymen everywhere. A hearty vote of thanks is due to every society member who through his or her influence has induced plant-lovers to become rose-lovers, and thereby bring about a greater use of rose plants which in the final analysis is what we Nurserymen have to depend on for a livelihood."

Obituary

George C. Thomas, Jr.

George Clifford Thomas, Jr., formerly of Philadelphia, Pa., internationally known authority on roses, died at his home in Beverly Hills, Cal., Feb. 23. He was the son of George C. Thomas, partner of the banking firm of Drexel & Co. and, before that, of Jay Cooke. He owned the world-famed International Rose Test Gardens, at Portland, Oregon, where he bred among other types the "Cascadia," which was introduced in 1922, receiving numerous honors. Its pink blossoms were adjudged ninety-six per cent perfect and received the Gold Medal of the Rose Society. In 1925, the International Rose Test Gardens were invaded by thieves who stole plants of rare prize winning varieties presumably to be sold to other growers for commercial purposes.

Captain Thomas became a rose fancier in Philadelphia many years ago, establishing his first garden on his estate in Chestnut Hill. He imported rare blooms from France and Ireland and soon became famed in horticultural circles. He wrote "Roses for All American Climates."

John Kirkegaard

John Kirkegaard, well known in the Nursery industry and one of the most prominent citizens in Bedford, Mass., died suddenly from an acute heart attack Feb. 23. He was born in Denmark in 1872, coming to America in 1891 and entering the employment of the then Shady Hills Nursery Co., Bedford, which business he bought out 20 years ago and established as the New England Nurseries Co. Mr. Kirkegaard some years ago, and before the present great interest in gardening had manifested itself, wrote a book on horticulture which met with a large sale. He was a member of the American Association of Nurserymen, New England Nurserymen's Association and Massachusetts Nurserymen's Association, having served as president in the two latter bodies and held various other offices.

In his adopted town he had served as a selectman for six years and also as water commissioner, school committee and town

finance committeeman. He was a prominent member of the Masonic, Elks, Eastern Star, Grange and other orders and was one of the most highly esteemed men in his town. In the Nursery trade he was very popular and his sudden death came as a great shock to a host of friends. He had been married 39 years. Mrs. Kirkegaard, a married daughter, and two grandsons survive. Funeral services were held from the Church of Christ, Congregational, of which deceased was a member for many years. There was a large attendance including many of his friends in the Nursery trade. C.

Charles Edward Andrews long a Nurseryman in Wichita, Kan., died last month, aged 90. He had been in partnership with J. Harkness in Faribault, Minn., years ago.

Henry F. Michell, prominent seedsman, Andalusia, Bucks County, Pa., having large acreage of Nurseries and experimental plots, died last month, aged 70.

To Carl Linnaeus, the Swedish botanist, succeeding botanists are under lasting obligation for the definition of genera and species and the uniform use of specific names. Although he died in 1778, his style is still a model of precision, with no possibility of ambiguous meaning. The F. & F. Nurseries, Springfield, N. J., noting that when Linnaeus recorded a discovery in the plant world he did not try to boil it down in a few words. He gave ample facts so that not only he but all who were to come after him might know what was meant. The present year marks the 225th anniversary of the birth of Linnaeus; it also marks the 50th anniversary of the F. & F. Nurseries the management of which again emphasizes its practice of going to first causes to get at the facts upon which the Nursery industry is or ought to be based, by learning from Linnaeus How To Make a Live Catalogue.

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Prices as follows: Less 10% Discount

SIZE	Per 10	Per 100	Per 1000
10-12"	\$ 6.00	\$ 45.00	\$ 400.00
12-15"	7.00	55.00	500.00
15-18"	10.00	85.00	750.00
18-21"	13.50	110.00	1000.00
21-24"	16.00	135.00	1250.00
2-2 1/2'	18.50	160.00	1500.00
2 1/2-3'	27.50	240.00	2250.00
3-3 1/2'	40.00	350.00	

B. & B. Boxing free for cash with order. Also a complete line of Evergreens. Send for Price List.

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1 to 1 1/2" cal., per 100.....	\$ 50.00
1 1/2 to 2" cal., per 100.....	75.00
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SELECT NO. 1

Brewer's Crescent Nurseries
Council Bluffs, Iowa

ARBOR VITAE

American and Pyramidal
5-6 ft. 6-7 ft.

New low prices. Car lot or less.

BARNES & HUBER'S NURSERY
R. F. D. 9, Sta. K., Cincinnati, Ohio

Goodrich Budding Strips

Most nurseries are now benefiting by using this new rubber product. Are you?

Send for descriptive circular showing how you can save time, money, labor and plants.

RUBBER-WRAP PLANTS

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New Philadelphia, Red Leaf Barberry, Kolwitzia, Spirea A. Waterer, Frobelli, Van Houtte, Hyd. Arborecens, Euonymus Seiboldi, and Ibolium Privet, field grown, in all sizes of quality stock.

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Rhododendrons, Kalmias and Azaleas

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WESTCOTT NURSERY CO.

Falls Church, Va.

400 Acres of

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SPECIALTIES—Small Fruit Plants

Grape Vines, Currant, Gooseberry, Red and Black Raspberry suckers and Trans. Strawberry, Rhubarb, Asparagus

L. J. Rambo's Wholesale Nursery
Bridgman, Michigan

Nursery Trade Bulletin

T. E. Griesa was low bidder on landscaping City Hall Park, Lawrence, Kan.

Triangle Nursery, Brookville, N. Y., has increased its capital stock from \$1,500 to \$21,000.

American Nursery, S. H. Peterson and H. G. Hensley, Oakland, Cal., recently occupied its present enlarged quarters.

One hundred young trees have been donated to the Santa Rosa, Cal., High School by the State Nursery.

It is said that the Talisman rose has netted its originator, Robert Montgomery, Hadley, Mass., \$100,000.

First forest Nursery in Georgia will be established near Albany, Ga., as result of survey of state sites by the commission.

Samuel Barutto pleaded non vult to larceny of plants from Elizabeth Nursery Co., Hillside, N. J., and was placed on probation.

Louisville, Ky., Nurserymen's Association has elected: President, Kingsley Walker; vice-pres., Theodore Zollinger; secy.-treas., William Shouse.

Conroy & Ives, Albany, N. Y., has been incorporated, \$5,000, by Thomas F. Conroy, LeGrand H. Ives and others, to deal in Nursery stock and farm produce.

E. H. Moore, Lakewood Nursery Co., has opened a Nursery a mile south of Miami, Okla., specializing in landscape work and the production of evergreens.

William M. Howey, 68 years old, Nurseryman, was assaulted and robbed of \$300 last month while selling shrubs to the bandits at his Nursery near Woodbury, N. J.

Credit Contract—In a discussion on credit terms Harold Paul, Monroe, Mich., says that in order to be legal the full credit contract must be printed in a catalogue or on an order blank.

Southern Mississippi Nurserymen's Association and the Filox, Miss., Chamber of Commerce exhibited a miniature tropical jungle at the Cleveland, O., Flower Show, March 12-19.

Earl Prentiss, district manager for Rice Brothers Nurseries, Geneva, N. Y., last month gave an illustrated lecture on outdoor living rooms, before the Penn Yan, N. Y., Zonta Club.

Federated Garden Clubs of New York State and the Garden Club of America have made numerous entries for the nineteenth International Flower Show in Grand Central Palace, New York City, March 14-19.

Landscaping Active—W. C. Daniels, Mecklenburg Nurseries, Charlotte, N. C., reports active demand for landscaping work in that territory. Large shipments of landscape material were made last week to High Point, Greensboro, Winston-Salem, Durham and Washington, D. C.

Bankruptcy Petition—Elm City Nursery Company, Woodmont Nurseries, Inc., bankruptcy petition was filed in United States District Court in New Haven, Conn., last month. The Nursery, located in Milford, listed assets of \$166,659.92 and liabilities of \$74,756.90. The company has real estate valued at \$83,241.69.

Power of Illustration—N. W. Ayer & Son, Philadelphia, stress the value of pictures in advertising, citing the crisp action-pictures used in the advertisements of the Caterpillar tractors which they prepare. It is argued that photography plays a major role in this work—to visualize enormous power under easy control. A Chinese proverb: "One picture is worth a thousand words."

SEEDLINGS

CLEAN COAST GROWN

Carefully graded and packed so they will reach you in first class condition. Apple, French Crab and Domestic Cherry, Mahaleb and Mazzard Pear, French, Bartlett, and Winter Nelis Plum, Myrobalan Maple, Norway

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American Rose Society's Value as Sales Contact

Despite the earnest efforts from time to time of officers and members of the American Rose Society to enlist the special interest of Nurserymen in the activities of the society, it is still a matter of wonder that more of those whose living depends more or less on the sale of rose plants do not see the advantage of personal contact with such a representative cross section of the rose-buying public.

It is with this in mind that Robert W. Eisenbrown, Fairlawn, N. J., Nurseryman recounts his experience last June in attending the meetings and pilgrimages of American Rose Society members in central New York. In his article in the current issue of the American Rose Annual, he says:

It is true that my firm has been in close contact with many members and has enjoyed the most pleasant business relations over a long period of years with many of them. Nevertheless, there is no substitute for that profitable exchange of ideas which comes through intimate and personal contact. I found the members only too eager to hobnob with the representatives of the few rose concerns in attendance. They were interested in having practical Nurserymen show their faces; they liked to talk to those who have banked their money for many years. They grasped the opportunity to "button-hole" some of the men who are supplying rose plants for American gardens. I found the topics brought to my attention were always sensible, reasonable, and were the very things that make for a better understanding between the buyer and seller of roses.

In direct reply to the question, "What Can the Nurserymen Do for the American Rose Society," many of you will say, "Let them grow bigger and better plants; see that they are delivered in the pink of condition; and give instructions in the way of planting methods and subsequent care."

But is that all the Nurserymen do? In my experience—and let me say here I am one of the younger generation of rose Nurserymen—there are problems brought to our attention that all the books will not adequately solve, special problems that arrive in our daily mail, or that we are asked about in person, and which frequently take more of our time and thought than some of us can spare.

I know that many of you are saying to yourselves that one of the biggest things the Nurserymen could do for the society is to grow the varieties you demand. That is one of the most difficult problems connected with this business of growing roses. We are all aware of the thousands of varieties

in commerce today. It would be utterly impossible for any one retail firm to keep abreast of all the new roses, and it would spell financial failure to assemble and propagate all of the new sorts mentioned in the current American Rose Annuals. Others are better qualified to talk on this subject than I am.

Just as municipal rose-gardens in greater numbers each year are spreading the gospel of the rose, so it behooves us Nurserymen to make specimen plantings that will definitely show the behavior of varieties as they would be planted in rose-gardens. Such plantings for the enlightenment of Nurserymen as well as amateurs need not be pretentious in design. Many advanced rosarians do not realize that the performance of maiden plants in the field—and I am referring to plants resulting from the previous summer's budding—is not a direct indication of the subsequent performance of many varieties. For that reason the Nurseryman who makes a trial planting and notes his daily observations throughout the growing seasons, and in spring compares varieties for relative hardiness, is better equipped to carry on his business intelligently, and profitably, not only to himself but also to his customers.

I doubt whether municipal gardens will perform the same function as a small commercial garden right on the Nursery grounds. A notable example of a more or less experimental rose-planting is Breeze Hill gardens in Harrisburg. That garden we know is not only for the benefit of amateurs who come from far and wide, but for even greater benefit to Nurserymen.

While there are many who prefer to experiment for themselves, who take their rose-growing as an adventure full of rapturous thrills at every turn (a pet subject in the mind of President McFarland,) I cannot help feeling that a far greater percentage, even within the American Rose Society, hold it against the Nurserymen when plants, for which they paid good money, do not live up to the reputation given to them by the introducer.

Perhaps I am a bit old-fashioned, but for the benefit of the hundred of thousands of amateur rose-planters who want to be reasonably sure of success, I feel that Nurserymen should watch and wait just a little bit longer before proclaiming the superiority of new varieties.

Rose-Nurserymen in certain states are actively cooperating with the local Experiment Stations, and in that way are giving the rose-buying public definite information upon the timeworn but important subject of disease prevention. Perhaps Nurserymen could and should do more in this respect, because primarily it is to our best interest that every rose plant leaves the Nursery with a clean bill of health.

Referring to active cooperation by Nurserymen with the American Rose Society, Mr. Eisenbrown said: "Most of us are interested in our state Nurserymen's associations and in the national association, but our interest stops at that. I hope this will be a gentle reminder that the Nurseryman is bound to be benefited when he exercises his direct influence in adding to the membership of the society."

LONG ISLAND NURSERYMEN'S ASSOCIATION

Henry Feil, Lynbrook, N. Y., Secy.

At the meeting last month of the Long Island Nurserymen's Association, at the Institute of Applied Agriculture, Farmingdale, N. Y., P. M. Koster emphasized the opportunity the organization has for promoting interest in horticulture and establishing standards in the Nursery industry. Leonard Barron's illustrated talk on broadleaf evergreens was especially interesting. He advocated greater use of berry-bearing plants. Director H. B. Knapp commended the association for its high aims. Groups of those present were given field demonstrations of pruning, by Messrs. Dietz and Gray. Some two hundred persons were present. There was display of horticultural implements.

Laurel Blossom Time—This is another of the sectional features tending to extend a love of plants. It is an annual event in Monroe County, Pa., in the vicinity of Stroudsburg where Russell Harmon, president of the Pennsylvania Nurserymen's Association is vice-president of LaBar's Rhododendron Nurseries. It was planned that the principal events of the celebration, the coronation of the Queen of Laurel Blossom Time with the attendant pageant and the Queen's Ball, be held at different parts of the county; that the coronation pageant be held on the horse show grounds at Mount Pocono and the Queen's Ball in the gorgeous setting at the Wolf Hollow Country Club, Delaware Water Gap, where it was held last year.

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In Nursery Rows

George B. Hart, Hart & Vick, Rochester, N. Y., has obtained the eighth plant patent issued by the government; in this case on the Mary Hart rose, red bordering on orange.

Invent a Tree—A patent for a peach tree which yields only large fruit has been granted by the U. S. Patent Office. James E. Markham of Xenia, Ill., "inventor of the tree," crossed the J. H. Hale peach with a wild yellow type of the fruit. The size of the peach varies between three and four inches in diameter, the characteristics of the tree showing a "small bloom with long, narrow leaves."

Rose Patent No. 6—Robert Lee Catron, Richmond, Ind., was on Feb. 16 granted Plant Patent No. 6 for a new pink hybrid tea rose which is "characterized chiefly by its true rose pink color, long buds, superior keeping qualities and a flower which when half open gives a distinctive gardenia-like effect." The application for the patent was filed Nov. 15, 1930. Mr. Catron has assigned his rights to Joseph J. Hill Co., Richmond. The rose is a cross of Rapture and Souvenir de Claudius Pernet.

The Farm Need For Plants—"Close to 80 per cent of Wisconsin farm homes are ugly and barren, without the beauty that a few shrubs, a touch of the landscaper's art can add to them," said H. J. Rahmlow, Madison, secretary of the Wisconsin State Horticultural Society, in a talk at the convention of the Wisconsin Nurserymen's Association in Milwaukee last month. "Nurserymen," he stated, "will find one of their biggest markets of the future among farm owners."

Ten Successful Bidders—Director of Supplies Dunlap, for the City of Pittsburgh, Pa., this month let orders for 2,300 trees, shrubs and plants for the Schenley, Highland and Riverview Parks. This stock will be bought from 10 of 17 bidders. Successful bidders were: F. H. Riegelmeier, William H. Moon Company, H. A. Friskhorn, Rohlender Nurseries, Elliott Nursery, Bardona Nursery, Cole Nursery Company, Busch Nurseries, Freeland; McHale and Patten, and the Landscape Floral Company.

Teas Nursery Gets Contract—Contract for the planting of trees along Galveston, Tex., Highway 38, the Galveston-Alvin Road, was awarded to the Teas Nursery, Houston, Tex., by the County Commissioners Court. The bid of that concern was the lowest of eight submitted. The bids of the Teas Nursery were \$1.30 for live oaks; American elms, 65c; crape myrtles, 25c. Life of the trees is guaranteed for 90 days. The live oaks will be placed 75 feet apart, with the elms and crape myrtles between them.

Alex Cumming, Jr., Bristol, Conn., Nurseryman, early this month discussed informally the hardy garden, at a meeting of the Springfield, Mass., Garden Club. Mr. Cumming is president of the New England Nurserymen's Association and the Connecticut Valley Horticultural Society and has been president of the Connecticut Nurserymen's Association. He is head gardener for the Department of Parks for the State of Connecticut in which capacity he supervises the Elizabeth Park Rose Garden. His portrait was presented at page 60 of Feb. 1 issue of this journal.

License Reinstated—Paul H. Millar, chief inspector for the Arkansas Plant Board, announced March 3 that the license of the Baker Nursery Company of Higginson, White County, withdrawn Feb. 20 for alleged violation of a quarantine order, has been reinstated, and that all transportation agencies have been authorized to accept shipments of the company's Nursery stock. Inspector Millar said that the company had recalled all shipments of quarantined trees and disinfected them under supervision of a state inspector, and that inspectors examined all stock in the Nursery's heel yards and destroyed all diseased trees and plants.

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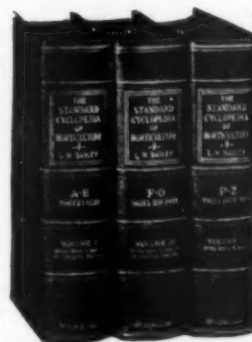
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Salesmen Now More Necessary Than Producers

Says James McHutchison In Offering Timely Advice to the Trade—Time for Centering Attention on the Average Planter—As to Accessories

In an open letter to the trade James McHutchison, the well-known New York importer and distributor, says:

"Salesmen are vastly more necessary than producers in any Nursery these days. The average Nurseryman doesn't realize that Nursery stock is a liability until it is sold—and when unavoidable conditions cause his regular markets to desert him he lacks promotion machinery to create new markets—but he keeps on producing just the same hoping that "times will change." Will they? Isn't it he who should change?

Times have changed. Because of high taxes, and the promise of more to follow and reduced income generally, Mr. Estate-owner is trying to sell his grounds, so he is not now a prospect even though he was a good one once. Nor is Mr. Rich-man thinking of buying, for the same reason. Seems to us that your sales must come largely from Mr. Ordinary-man—and he doesn't know he wants anything until he sees something that attracts him while passing your

Nursery in his automobile; and what he wants for his garden he wants from the one place. He is a prospect for garden fixings as well as trees and shrubs and evergreens—for "side-lines" if you like the term.

Nursery Stock Might Sell Itself—Doesn't this mean that Nursery stock should be displayed so that it can sell itself? Isn't that what the department store does with its show windows? Doesn't it mean that when you carry what the buyer wants for his garden you create sales for your trees and shrubs? Wouldn't a show-ground abutting the highway, or around your office, of the fancy things—blood-red Jap. maples, pyramid box, azaleas, etc.—bring the buyers and create sales? And wouldn't tall white hardy lilies and brilliant colored Darwin tulips in bloom in June, when the highway traffic is heaviest, enable you to book orders for fall delivery? Selected side-lines would pay the running expenses of many retail Nurseries these days if the owners would let them.

The enclosed list gives you some good suggestions—Tonkin stakes to make crooked trees straight and salable; new and clean burlap squares to ball evergreens more neatly; granulated peat to save seedlings and increase propagating results; boxwood and fancy dwarf evergreens for formal effects; blood-red maples and barberry to attract buyers; hardy lilies and fall bulbs to give color and make a showing. A well-planned rock-garden is a good ad for a retail Nursery. You can't attract retail buyers with a catalogue or list these days; they want to see something you have that they want.

Will Not Lack Customers—Don't starve your business or it will starve you. Feed it and let it grow. Show the buyers that you have what they want, and you will not lack customers.

Trees In Industry

Commercial development of a product based upon Nursery operations, a domestic tung oil industry in Mississippi, Louisiana and Alabama through the erection of an extracting plant at Picayune, Miss., and the cultivation of thousands of acres of cut-over pine land to tung trees, is part of a plan discussed in New Orleans by Charles G. Washbon, representing the banking firm of Zimmerman & Company, New York, and George E. Murrell, horticulturist of the Southern Railway System.

According to the Washbon plan, a corporation capitalized at \$1,000,000 is to be formed to erect the picayune plant to extract the oil from the tung nuts and to control the vast acreage to be planted to tung trees.

An experimental 10,000 acres will be planted this year, he said, with tung trees grown by Thomas Hawks in a Nursery at Picayune. These trees will bear, he said, in three years and will produce an average of 1000 pounds of nuts per acre after the fourth year. The corporation to control the industry would be known as the American Tung Oil Products Corporation, he said.

Wisconsin Arboretum Plan—Secretary Rahmlow, of the Wisconsin Horticultural Society last month outlined to Wisconsin Nurserymen plans for a state arboretum to be erected at Madison on University of Wisconsin property, providing appropriations are made by the state legislature and the interest of university regents can be enlisted. "Such an institution," said Mr. Rahmlow, "will be of tremendous value in introducing to Wisconsin untried shrubs, trees, fruit and berries from foreign countries that may be adapted to this climate."

MISCELLANEOUS

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ROCK GARDEN AND ALPINE PLANTS, by Henry Correvon. Pages 544, with illustrations in black and white and color. \$6.00 postpaid. American Fruits Pubg. Co., Rochester, N. Y.

Pennsylvania Sponsors a Change in A. A. N.

L. W. Needham, Director of Publicity

We, the executive committee of the Pennsylvania Nurserymen's Association, being cognizant of a feeling of dissatisfaction with the A. A. N. in the East have what we believe to be some structural criticism to offer.

The A. A. N. as now constituted is too large and unwieldy. Its officers have done and are still performing valuable service, but they can never expect to get full co-operation from the different sections of the country so long as there is not equal representation at the national meetings.

Conditions vary in the trade according to location and there is too much difference of opinion to get much accomplished in the short time the A. A. N. is in session.

The small retailer cannot be sufficiently interested to travel across the country to attend meetings. The wholesaler on the contrary is anxious to go and meet his prospects. Consequently one would expect the A. A. N. meetings to be flavored with a wholesaler atmosphere.

Many of the small eastern retailers do not feel that they have equal representation at the national meetings; therefore do not consider their membership is justified. True they have the privilege of attending meetings, but how many can afford the time and money to travel half way across the country.

We believe that if it were made practicable and possible for every member to attend national meetings and have an equal voice in its proceedings there would be greater harmony, enthusiasm and progress.

To make this possible we suggest that the country be divided into zones or sections, possibly seven. New England, Eastern or Middle Atlantic, Southern, Mid-West, Northwest, Southwest and Pacific. Most of these sections are already organized.

This network should be tied together by each section sending one, two or three delegates (senators) to a national meeting. This Senate would correspond to the present national executive committee. These delegates should elect their own officers and be deputized to carry on the national business which had been already discussed in section meetings.

Each section would discuss national matters and instruct its delegates as to their desires. Sections would, as they do now, legislate on local matters.

Each member would pay dues to his section and each section would pay equal national dues.

The above brief details, of course, are not sufficient and would have to be worked out further; but they are sufficient to convey our idea.

There would be equal representation at our national meetings which is not true now.

The little fellow by attending his sectional meeting would have a voice in matters without traveling across the country.

It would wipe out the wholesaler influence at national meetings.

The national meetings would be attended by elected members and most likely to be the prevailing master Nursery minds.

Our national decisions would have a more national aspect; and, if necessary, would carry more weight at Washington if federal aid or legislation were desired.

You can interest a Nurseryman to join his own local section easier than you can a national organization; thus zoning would accomplish both. We believe the national membership would be greatly increased.

With state, sectional, national and the new proposed retail, we believe we have too many associations.

With zoning, every member of a section automatically becomes a member of the national. Thus one duplication is eliminated.

We do not subscribe to the national retail idea, because there again the small retailer will not travel a thousand miles to a meeting. It would soon be dominated by a few large retailers.

If our idea has any merit, we wish the officers of the various state and section associations an opportunity to discuss it; if any action is taken, to report it to the officers of the A. A. N.

Pennsylvania Executive Committee
Adolph Muller, Russell Harman,
John Humphreys, Lewis Strassberger,
Lester W. Needham

EVERGREEN TREE SEED

WHITE PINE, SCOTCH PINE,
RED PINE, PITCH PINE,
RED SPRUCE, WHITE SPRUCE
NORWAY SPRUCE,
BLACK SPRUCE & HEMLOCK

Now Available
in Limited Quantities

Selected from the forests of Maine, New Hampshire and Vermont, and extracted at our Seed Extracting Plant by approved methods.

Certified data giving the approximate mean summer temperature and elevation of the trees from which the seed was collected, together with our latest purity and germination seed test report, will be attached to each separate lot of seed shipped.

We can also supply Norway Spruce and Scotch Pine Seed from selected areas in Europe.

Write for further information on New England Evergreen Tree Seed.



DESK JK

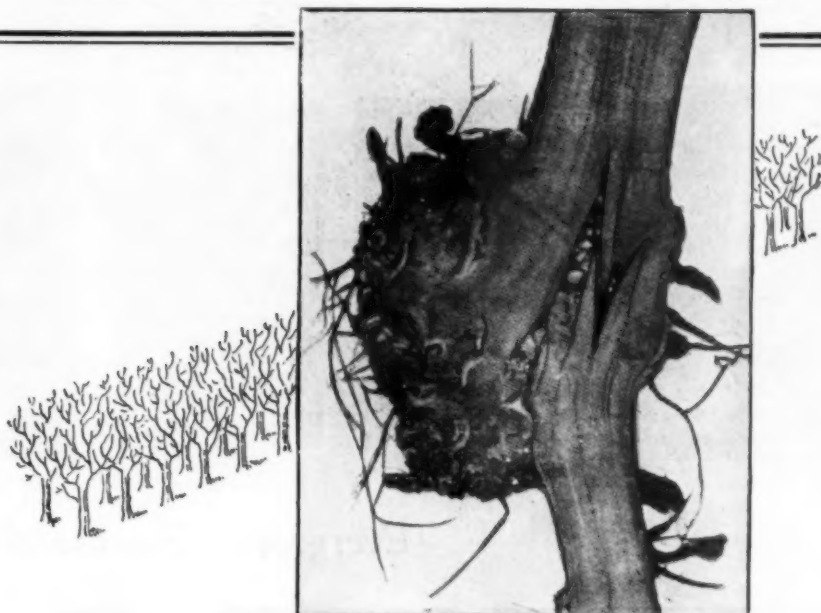


**FIELD
ROSES**

Send for Late List
Showing
Grade Count

Howard Rose Co.
HEMET, CALIFORNIA

AMERICAN NURSERYMAN, Chief Exponent,
twice a month \$2.00 per year; Two years, \$3.00;
Three years \$4.00. Canada, \$3.50; abroad, \$2.50.



Showed lowest percentage of root knot over six years

Before Johnson's Nurseryman's Tape was ever put on the market, successful experimental tests were carried out with a full knowledge of plant propagation methods.

Comparative tests in grafting methods, during the period of experimentation, revealed the fact that grafts wrapped with Johnson's Nurseryman's Tape showed the lowest percentage of root knot. In addition, it was learned that it definitely decreased root knot on apple nursery stock.

Tape is applied directly from the roll and with only a gentle pressure—the adhesive gum giving a complete airtight seal on contact, without restriction of circulation. Only a few seconds is required for the most efficient and perfect wrapping and from 4,000 to 6,000 trees can be wrapped daily.



Send for Sample

Johnson & Johnson
NEW BRUNSWICK, N. J., U.S.A.

1847



1932

A complete line of trees, shrubs, evergreens and fruits.

Write for a circular on our new automatic planting machine.

**THE
MONROE
NURSERY**

I. E. ILGENFRITZ' SONS COMPANY
Monroe, Michigan

FREDONIA GROWN

Grapes, Currants, Gooseberries
Blackberries and Raspberries

A complete stock in all the standard varieties
including the new

Fredonia, Ontario & Portland Grapes

5,000 Extra fine 1 yr. 1 Downing Gby.

5,000 Extra fine 1 yr. 1 Red Jacket Gby.

SEND YOUR WANT LIST FOR QUOTATIONS

FOSTER NURSERY CO. Inc.
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Concolor Fir



Chinese Juniper



Austrian Pine



Douglas Fir



Hill Pyramidal Arborvitae

(Evergreens Exclusively)



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HILLS

Have a National Reputation

FAIR DEALING
FAIR PRICES *and*
FINE EVERGREENS



Hill Dundee Juniper



Silver Redcedar

SEND FOR FOLLOWING FREE BOOKLETS FOR THE TRADE ONLY

- ☐ Hill's Trade List
- ☐ Hill's Descriptive Catalog containing 50 pictures in colors.

D. HILL NURSERY CO.

Evergreen Specialists
Largest Growers in America
DUNDEE, ILLINOIS



Column Chinese Juniper



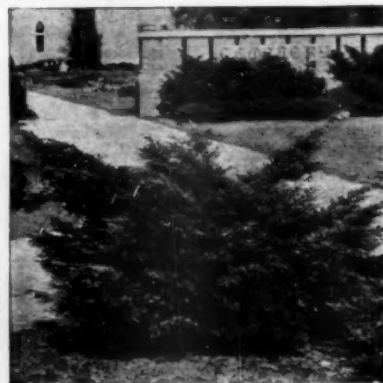
Andora Juniper



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